



Project Innovate Program

Project Innovate Objectives:

- Project Innovate is an experiential program that engages corporate leadership in the process of transforming organizations into cultures that foster creativity and innovation.
- Project Innovate impacts cultural change simultaneously at the individual, team, and organizational level.

Project Innovate Process:

Project Innovate is a multi-tiered process that includes:

- **Phase I: The Assessment:** A pre-workshop evaluation of the current corporate culture of creativity and innovation in the context of its alignment with best practices in the area of innovation. Assessment results are shared with members of the senior leadership team prior to the Project Innovate Workshop
- **Phase II: The Workshop:** A two day workshop
- **Day One is designed to:**
 - Redefine limiting definitions of creativity and innovation
 - Uncover filters that inhibit individuals ability to be fully engaged in the creative process
 - Expose individuals to various pathways of creativity and innovation.
- **Day Two is focused on:**
 - Gauging the current climate of creativity in discrete work units
 - Discovering what internal mechanisms currently prevent or facilitate innovation on teams and in the culture
 - Designing a team culture that is excited about the expulsive power of creativity.
 - Developing Innovation Action Plans that reflect an understanding of what participants need to do personally, as part of a team, and as a part of a larger culture to impact change in their organization through innovation.